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The influence of modern Kazakhstani media on various social groups

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Abstract. The article describes the role of modern Kazakhstani media in establishing social standards of behavior, communication and activity, which directly affect the process of socialization. The article analyzes the activities of channels performing news, cultural and educational functions.

It is noted that nowadays the most popular among viewers of different ages are author's channels whose content consist of presentation the beauty, kindness, and give the reason to lift audience's mood by humor. This is followed by channels that cover current news and problems of ordinary Kazakhstani citizens.

Also popular are channels whose content contains legal and medical advice, online consultations with specialists, as well as online learning of the Kazakh language from ordinary people who present their content in a simple and accessible way.

The development of information technology has a direct impact on changes in public consciousness. The formation of collective thinking is part of global processes that are greatly influenced by the development of social networks, the Internet, and therefore the formation and discovery of new media. The formation of the concept of "influencer" is one of the aspects of influence on society and the development of the media structure as a whole. An analysis of this phenomenon is also carried out in the work.

It has been established that the greatest influence on society today is the author's channels, each with its own individual content.

Keywords: modern media, social groups, information impact of the media, youth, society.

Introduction

The development of network technologies and new media increases the information flow, improves the quality of social, economic and cultural processes. The media are becoming a catalyst for the cultural development of modern society, which shapes the civilization of the 21st century. Currently, they have taken first place in terms of information impact on the individual and society. The media not only broadcast the existing system of values, but also actively form and develop a new cognitive and informational space in Kazakhstan. The growing popularity of content created by young bloggers in Kazakhstan means that coverage of political and socio-economic topics becomes valuable measure as if it were the one of the marketing tool.

Methodology

Analysis and synthesis of information obtained from Internet sources. Analytics on author channels in Tiktok. Analysis of news channels on the Internet.

Discussion

Social media platforms act as an unique platform with less censorship and governmental control, providing an opportunity for young activists to share their political views and interact with their audiences without any intermediaries. The topics they cover, from urban transportation to corruption and the environment, show that audience alike are concerned with national and city-level issues.[1]

On social network TikTok, the most popular today among people of all ages, there is a lot of interesting content in which the main topics for videos are history, politics, culture, art, music, cinema, etc. There are few examples of such channels, analyzing the number of subscribers and views, general activity on such channels, and user comments on TikTok. It should be noted that each of the authors listed below has similar content on Instagram and YouTube.

1. Channel @artemmodelka - more than 1.1 million subscribers, 28.2 million likes, the content consist of videos with good deeds that the channel's authors "do" on the streets of the cities of Kazakhstan. During the holidays, the authors of the channel delight people with treats, give out gifts to passers-by, buy groceries for grandparents in stores and simply give them as gifts, etc.

As a result of increase audience interest, 41 million views over the last 10 videos[2]

2. Channel of Anastasia Romanova, a modern Kazakh designer with more than 145 thousand subscribers. Anastasia has received 8.5 million likes for her content. In their outfits, Anastasia herself and her models periodically go out onto the streets of Astana, which undoubtedly delights the townspeople, organize photo sessions and, of course, promote the national flavor in modern clothing, both with elements of the Kazakh national costume, and Russian, Ukrainian, Caucasian etc. [3]

In our opinion, the author has a fairly positive impact on Kazakh society, and age of audience is absolutely irrelevant here.

3. Journalist Timur Asylkhanov and his channel @timurasylkhanov has more than 67 thousand subscribers and more than 1.3 million likes. This channel is aimed primarily at ordinary people

and their daily problems. Topics such as fraud, car loans, banks, utility tariffs are discussed here, laws are discussed, and much more [4].

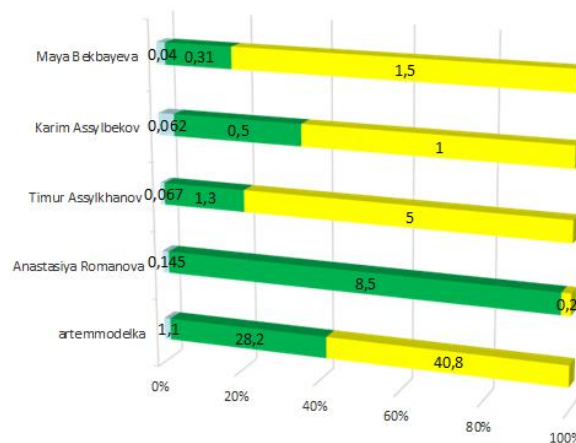
4. Musician, blogger “Dyadya Karim” @karim_asyzbekov has more than 62 thousand subscribers and more than 507 thousand likes for his video content.

Karim talks in detail about different types of fraud in Kazakhstan, about rising prices for food and essential goods, as well as about a healthy lifestyle [5].

5. Journalist, producer, author of popular projects Maya Bekbayeva. The channel has more than 40.5 thousand subscribers. Maya has received 310 thousand likes for her content [6].

This channel contains mainly historical content, a rather interesting presentation, and the subscribers are predominantly middle-aged, after 30–35 years of age. The activity on this channel is quite high, which is confirmed by the comments under each published video.

It is precisely this presentation of historical materials that is quite interesting to society, and, of course, the very appearance of the presenter attracts viewers to this channel more and more.



Picture 1. Analytics by author's channels in Tiktok, in million conventional units

Author's channels that teach the Kazakh language online are gaining great popularity. Quite interesting content, each author has an individual approach, and, in our opinion, such channels will only gain further popularity among viewers of different ages.

Also, channels that offer simple step-by-step video recipes for preparing various dishes, and channels of doctors who provide online consultations and recommendations for the treatment of certain diseases are gaining millions of views.

It is especially worth noting the activity of online legal assistance in TikTok, for example the Antikollektor channel, which has more than 50 thousand subscribers and more than 277 thousand likes. The number of views here does not yet reach an average of 0.5 million, but the channel is confidently gaining popularity among viewers [9].

Thus, after conducting such a small analysis, we came to the conclusion that viewers are quite interested in the content on these author's channels. Even without a million subscribers, as is customary on already popular operating channels, the number of views of the author's content (average for the last 10 published videos) generally exceeds a million views; the @artemmodelka channel generally has about 41 million views for the last 10 videos viewing.

The trend is in context towards author's channels, their popularity is growing every day, and the reliability of the information on them is not in doubt among viewers.

Among the news channels we note the following:

1. Nur.kz, which covers news from Kazakhstan and the world, has 622 thousand subscribers and more than 17.4 million likes. The activity on this channel is quite high, which is confirmed by the comments under each video, both positive and negative [10].

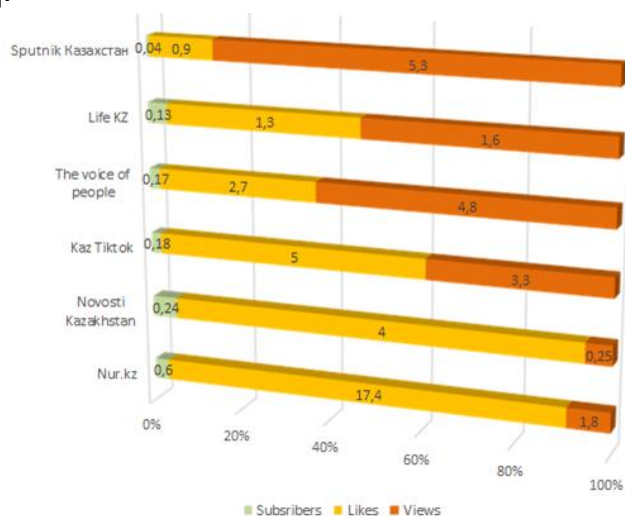
2. Channel News of Kazakhstan, covering the most important events @novosti.kaz, has more than 235 thousand subscribers and more than 4 million likes for its content, which includes both political and economic issues, many videos are devoted to the problems of the military in Kazakhstan, and Issues of education, ecology and medicine are also addressed. The activity is quite high [11].

3. Channel @kaz.tik.tok1, the content of which is quite varied but interesting. Here are all the main events in Kazakhstan since 1991, as well as the latest breaking news and also humorous videos. The channel has 178 thousand subscribers and more than 5 million likes for its content [12].

4. The "Voice of the People" channel @golosnaroda.kz, which content includes political, economic and social problems of Kazakhstan, has more than 175 thousand subscribers and more than 2 million likes. Here you can watch interviews with Timur Yeleusizov, Toleutai Rakhimbekov, Talgat Omarov, Talgat Ergaliev and other famous personalities. The most popular on this channel received more than 2.7 million views on the topic "How much money do you need to live in Kazakhstan?"[13]

5. The social and public channel LIFEKZ has 129 thousand subscribers and more than 1.3 million likes for its content, which covers issues such as credit slavery in Kazakhstan, problems of thermal power plants, provision of food for schoolchildren, corruption, problems of large families in Kazakhstan and others current topics [14].

6. SputnikKazakhstan news agency @sputnikkz_ has just over 40 thousand subscribers and 931 thousand likes for its content. Although there are much more video views here than on the author's channels [15].



Picture 2. Analytics for author's channels in Tiktok, in million conventional units

Among news channels, Sputnik Kazakhstan is the leader in terms of views; here the last 10 videos received more than 5.3 million views, despite the smallest number of subscribers among the channels we selected.

In second place is the channel Voice of the People, views on it amount to 4.8 million, and third place went to the channel Kaz-tik-tok-1, views on it amount to 3.3 million.

It should be noted that regarding politics, mostly people aged 30 years and above thoughtfully watch content and participate in discussions; those younger can generally simply exchange political news or posts, or simply catch the “hype” on this or that news.

Sharing political news/posts already to some extent means activity for some young people, which contributes to the fact that political participation is essentially characterized as communication[16].

It is important to note that in TikTok subscribers are not so important; what is important here is the channel recommendations. The biggest recommendations from one video are videos about the common situations of life (22.4 thousand recommendations, channel @jannahursik), videos with wishes for good morning and a wonderful day (35.5 thousand recommendations, channel @elenanna509), videos about animals (68.6 thousand recommendations, channel @cicciothebrit), etc.

Such channels may not have many subscribers, but millions of views and likes, that is, these are the channels that are currently most popular among viewers.

Results

TikTok and Instagram social networks have a lot of interesting content, in which the main topics for videos are history, politics, culture, art, music, cinema, etc.

Author's channels teaching the Kazakh language online are gaining great popularity.

There are also millions of views on channels offering simple step-by-step video recipes for cooking various dishes, and channels of doctors who provide online consultations and recommendations for the treatment of certain diseases, as well as online legal assistance channels.

Among Sputnik news channels, Kazakhstan is the leader in terms of the number of views; the Voice of the People channel is in second place, and Kaz-tik-tok-1 channel took the third place.

Conclusion

Developing of the digital world has fundamentally changed the media environment. Changes in public consciousness have been especially noticeable in the 21st century under the influence of information technology, the development of new media, the Internet and social networks. The establishment of new thinking as one of the conditions for solving global problems of modern society is associated with a reassessment of values, changes in existing spiritual guidelines and established social attitudes under the influence of digital technologies.

The sociotechnical imagination is the way in which different cultures and communities imagine their futures in terms of symbolically charged scientific and technological advances.

The 21st century has created a new information space, a new media sphere, where the formation and development of a new media culture of the century is taking place.

Authors' contribution

A.B. Yessilov made significant contributions to the concept and design of the study, data acquisition, and data analysis and interpretation. **B.A. Adamidenova** wrote the first version of the article and revised it critically for important intellectual content. Both authors approved the final version of the article before submission for publication.

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Қазіргі қазақстандық БАҚ-тың түрлі әлеуметтік топтарға ықпалы

Андатпа. Мақалада қазіргі қазақстандық БАҚ-тың әлеуметтену процесіне тікелей әсер ететін мінез-құлық, қарым-қатынас және қызметтің әлеуметтік стандарттарын белгілеудегі рөлі сипатталған. Сол сияқты жаңалықтар, мәдени және білім беру функцияларын орындайтын арналардың қызметі талданады.

Бүгінгі таңда әр түрлі жастағы көрермендер арасында ең танымал авторлық арналар бар, олардың мазмұны сұлулық, мейірімділік сияқты сипаттардан тұрады және көрермендердің көңіл-күйін әзілмен көтеруге бағытталған. Бұдан кейін қарапайым қазақстандықтардың өзекті жаңалықтары мен проблемаларын жариялайтын арналар белгілі.

Сондай-ақ, мазмұны заңдық және медициналық кеңестерді, мамандармен онлайн-сұхбатты, мазмұнын қарапайым және қолжетімді түрде ұсынатын қазақ тілін онлайн-зерделеуді қамтитын арналар да танымал.

Ақпараттық технологиялардың дамуы қоғамдық санадағы өзгерістерге тікелей әсер етеді. Ұжымдық ойлауды қалыптастыру әлеуметтік медианың, интернеттің дамуына, демек, жаңа медианың қалыптасуы мен ашылуына ықпал ететін жаһандық процестердің бөлігі болып табылады. «Әсер етуші» ұғымының қалыптасуы қоғамға қозғау салып, жалпы медиа құрылымы дамуының бір аспектісі болып табылады. Мақалада осы құбылысқа да талдау жасалады.

Бүгінгі таңда қоғамға авторлық арналардың үлкен әсер ететіні анықталды. Әрі олардың әрқайсысының дербес мазмұны да қалыптасқан.

Түйін сөздер: қазіргі заманғы БАҚ, әлеуметтік топтар, БАҚ-тың ақпараттық әсері, жастар, қоғам.

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Влияние современных казахстанских СМИ на различные социальные группы

Аннотация. В статье описывается роль современных казахстанских СМИ в установлении социальных стандартов поведения, общения и деятельности, которые непосредственно влияют на процесс социализации. В статье анализируется деятельность каналов, выполняющих новостные, культурные и образовательные функции.

Отмечается, что на сегодняшний день наиболее популярными среди зрителей разных возрастов являются авторские каналы, контент которых состоит из представления красоты, доброты и дает повод поднять настроение аудитории юмором. Далее следуют каналы, освещающие актуальные новости и проблемы простых казахстанцев.

Также популярны каналы, контент которых содержит юридические и медицинские консультации, онлайн-консультации со специалистами, а также онлайн-изучение казахского языка от обычных людей, которые представляют свой контент простым и доступным способом.

Развитие информационных технологий напрямую влияет на изменения в общественном сознании. Формирование коллективного мышления является частью глобальных процессов, на которые большое влияние оказывает развитие социальных сетей, интернета, а следовательно, формирование и открытие новых медиа. Формирование понятия “инфлюенсер” является одним из аспектов влияния на общество и развитие медиаструктуры в целом. В работе также проводится анализ этого феномена.

Установлено, что наибольшее влияние на общество сегодня оказывают авторские каналы, каждый со своим индивидуальным контентом.

Ключевые слова: современные МЕДИА, социальные группы, информационное воздействие СМИ, молодежь, общество.

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